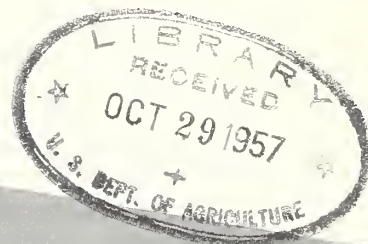


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Household Purchases of



BUTTER

FLUID WHOLE MILK

FLUID SKIM MILK

*by Family
Characteristics*

**APRIL - SEPT. 1956
WITH COMPARISONS**

**UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE WASHINGTON, D.C.**

HPD-37

March 1957

PREFACE

This report summarizes data on household purchases of butter, fluid whole milk, and fluid skim milk during the 6-month period April-September 1956, with comparisons. For butter, comparable data are presented for April-September 1947, 1953, 1954, and 1955, while for fluid milk comparisons are available for April-September 1954. This supplements the series of monthly reports which indicate for the United States the current movement of the specified products into household channels and quarterly reports which give breakdowns by regions and retail sales outlets. During April 1954-March 1956, this series covered butter, cheese, nonfat dry milk, and margarine.

The data presented herein were obtained from the National Consumer Panel of the Market Research Corporation of America under contract with the U. S. Department of Agriculture. This work is financed by the U. S. Department of Agriculture and by the dairy industry through the American Dairy Association under terms of a cooperative project. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA Title II).

The data from April-September 1954 forward are based on weekly reports from a representative nationwide sample of approximately 5,800 families. Additional data for butter covering April-September 1953 and April-September 1947 were based on samples of 4,300 and 3,400 families, respectively. It is felt that the changes in rates of consumption as well as the indicated patterns are, within reasonable limits, accurate.

The estimates in this report are based on purchases for consumption by household consumers and do not reflect volume purchased by restaurants, hotels, hospitals, or other institutional outlets.

This report was prepared in the Market Development Branch, Marketing Research Division of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK, AND FLUID SKIM MILK,
April-September 1956, with Comparisons by
Family Characteristics, Regions, and Size of Community

The data in this report are based on estimates of purchases by household consumers only. The data do not include purchases for or by restaurants, hotels, hospitals, or other institutional outlets. Data in this report are for a 6-month period (26 weeks) in order to permit comparisons between periods of equal length.

INTRODUCTION

This report presents household purchase data for butter, fluid whole milk, and fluid skim milk, classified on the basis of family characteristics and also by regions and size of community. For butter, data are available for the 6-month periods of April-September 1956 compared with April-September 1947, 1953, 1954, and 1955. The data on fluid milk are presented for April-September 1956 and April-September 1954 only.

The purpose of this report is to provide the dairy industry with information on changes in the patterns of household consumption for butter and fluid milk. Particular emphasis is placed on what is considered to be the highlights of the per capita purchases in the periods surveyed.

SUMMARY

Butter: Households in most of the family characteristic groupings showed small gains in their per capita purchases of butter for home use during April-September 1956 over the same period in 1955. Household purchases per capita for butter were up about 2.5 percent from a year earlier despite a like increase in prices paid by householders for butter (tables 1 and 3).

The family groups which showed the largest increase in their purchases of butter from April-September 1955 to April-September 1956 were upper middle-income families, those headed by a person with less than a college education, homes with younger housewives, and families with children 5 years of age and under. On the other hand, declines in per capita purchases were indicated for families with children from 6 to 12 years of age and households with housewives from 35 to 44 years of age.

In April-September 1956, as in prior survey periods, high-income families tended to use more butter per person than low-income families. Households with older housewives purchased about 50 percent more butter per family member than households with housewives under 45 years of age. Per capita usage of butter fell off sharply as size of family increased and families with children under 12 years of age lagged behind other families in their rate of butter usage.

The 1956 data also indicate that in recent years--1955 and 1956--the household butter market has shown greater growth in rural areas than in more densely populated areas. However, the per capita rate of butter purchases in rural households during April-September 1956 was only about 2 pounds compared with almost 3.5 pounds in metropolitan areas of over 500,000 population. Partially offsetting this is the fact that many rural families live on farms and may have home produced butter available (table 2).

A longer-time comparison between 1947 and 1956 shows that household purchases per capita for butter in April-September 1956 were down 25 percent from the April-September 1947 level despite some recovery in 1954, 1955, and 1956. By income groups, the data show that the decline in purchases for the high- and low-income families was considerably less than for the middle-income groups. Per capita purchases of butter by large-size families--6 or more members--were about 50 percent less in April-September 1956 than in April-September 1947, while for other size households, purchases were down about 25 percent. Households with older housewives indicated an 18 percent drop in per capita butter purchases between the periods, April-September 1947 and April-September 1956, while those with younger housewives showed declines of over 30 percent. Families with a college educated person as head of household reported a much larger decline than households headed by a person with only a grammar school education. By presence of children, the most notable drop between 1947 and 1956 for butter occurred for families with children in multiple age groups.

Fluid Milk: United States householders reported a 3 percent gain during April-September 1956 compared with April-September 1954 in their per capita purchases of fluid milk. About 2 percent of this gain was attributable to larger purchases of fluid whole milk and about 17 percent to fluid skim milk. Fluid skim milk purchases for household use approximate about 5 percent of total purchases, with fluid whole milk making up the remainder.

Fluid Whole Milk: Families in the 2 upper income groups--high and upper-middle--indicated gains of 10 and 4 percent, respectively, in their per capita purchases of fluid whole milk in April-September 1956 compared with April-September 1954. On the other hand, households in the 2 lower income groupings showed declines between the 2 periods with the drop being particularly marked for the bottom income group (table 9).

Families whose head of household had a grammar school or high school education bought more whole milk per capita in April-September 1956 than in the same period 2 years earlier, while household groups headed by a college educated person indicated a drop of 3 percent in their rate of purchase. By occupation of head of household, those families headed by a clerical or sales person were the only group to indicate a downturn from 1954 to 1956 in per capita purchases of fluid whole milk. Families of craftsmen and laborers showed the largest gain with the exception of families headed by farmers. However, the farm group buys milk at a very low level relative to other groups and any gain in this sector is larger percentagewise than for other family groups.

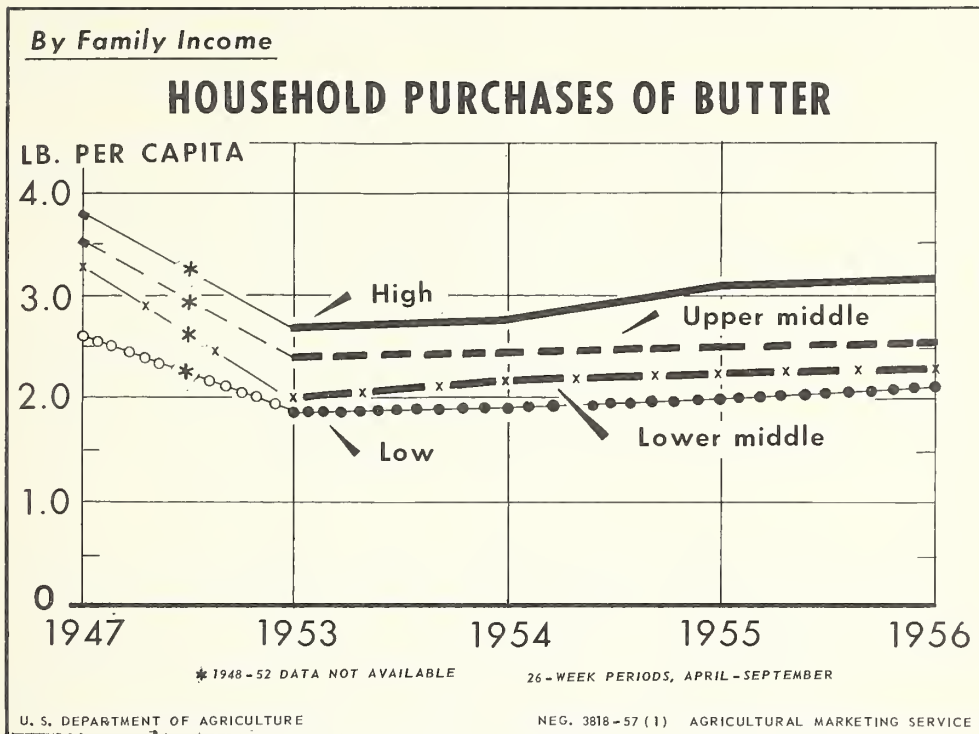


Figure 1

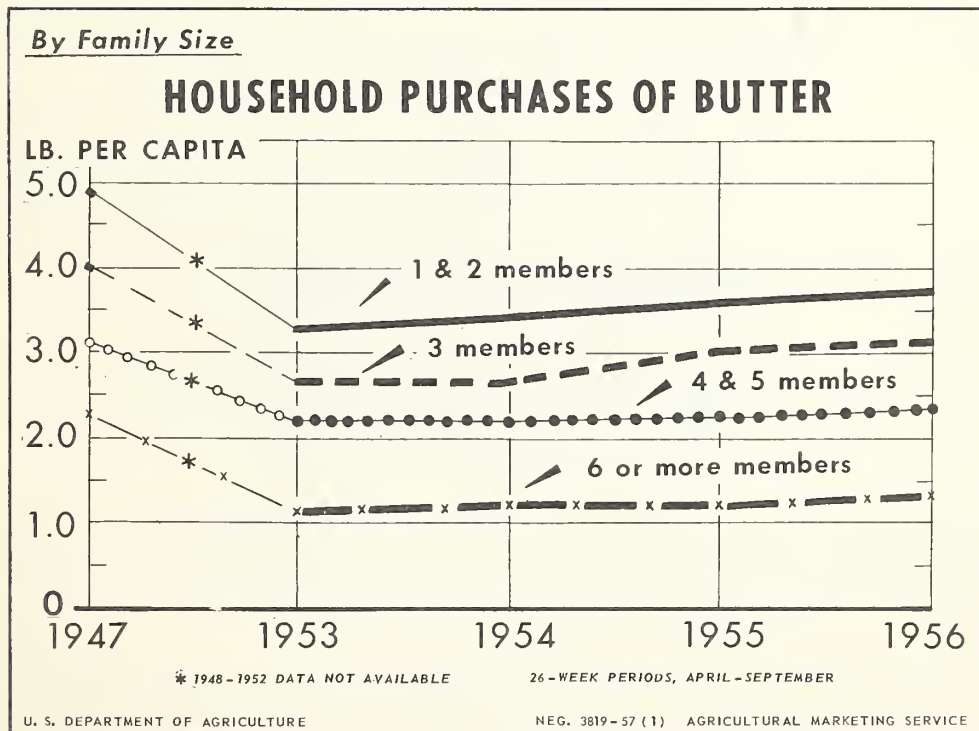


Figure 2

Families with young children, particularly of elementary school age, indicated a sizable gain in their per capita purchases of fluid whole milk from April-September 1954 to April-September 1956. Those families with no children and children from 13 to 20 years of age were just about holding their own in April-September 1956 compared with 2 years earlier.

Households with housewives in the middle age bracket, 35 to 44 years of age, reported that their per capita purchases of fluid whole milk were off 2 percent from 1954 to 1956, while families with younger housewives and older housewives reported gains of 5 to 6 percent from 2 years earlier.

Large families, which are at the bottom of the scale in their per capita purchase rate for fluid whole milk for this group, showed a substantial gain--about 12 percent--from April-September 1954 to April-September 1956. Small gains were registered for 1- and 2-member and 3-member families, while those families with 4 and 5 members indicated a fractional decline in their rate of purchase.

The general purchase pattern for fluid whole milk for both April-September 1954 and April-September 1956 showed that families lagging behind in their per capita purchase rates for fluid whole milk were in the lowest economic grouping, households with grammar school educated heads, families of laborers, households with no children, families with children 13 to 20 years of age, and large families with 6 or more members. For example, low-income families bought slightly over 30 quarts of fluid whole milk per person during the 6-month period, April-September 1956 compared with a range of 44 to 50 quarts per person for families in the other 3 income groups. Families with grammar school educated person as head of household, bought about 35 quarts per person during April-September 1956, compared with over 50 quarts per person for families whose head of household had obtained a higher educational level.

Farm families ranked very low in their per capita purchase rate for fluid whole milk. However, this may be misleading since many farm families have home-produced milk for their own use and probably consume more milk per person than non-farm families. The indicated increase in the purchase rate for farm families in this survey may be partly due to a drop in the number of farms having milk cows between 1954 and 1956.

The data for April-September 1954 and April-September 1956, also show that per capita purchases of fluid whole milk tend to be higher as size of community increases. Families in the smaller communities, however, increased their purchases between 1954 and 1956 (table 10).

Fluid Skim Milk: Most family characteristic groupings indicated increases in their per capita purchases for fluid skim products during April-September 1956 compared with April-September 1954. Some of these increases were fairly substantial in relation to the average increase of about 17 percent.

The middle-income families showed larger increases during April-September 1956 over 2 years earlier in their purchases of fluid skim milk than other

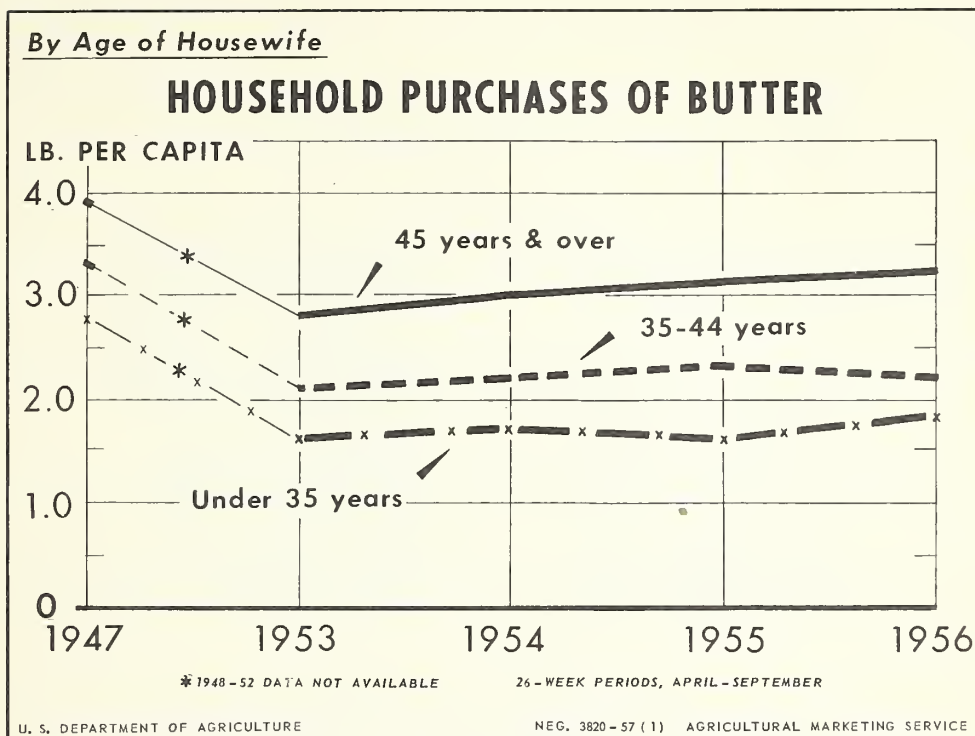


Figure 3

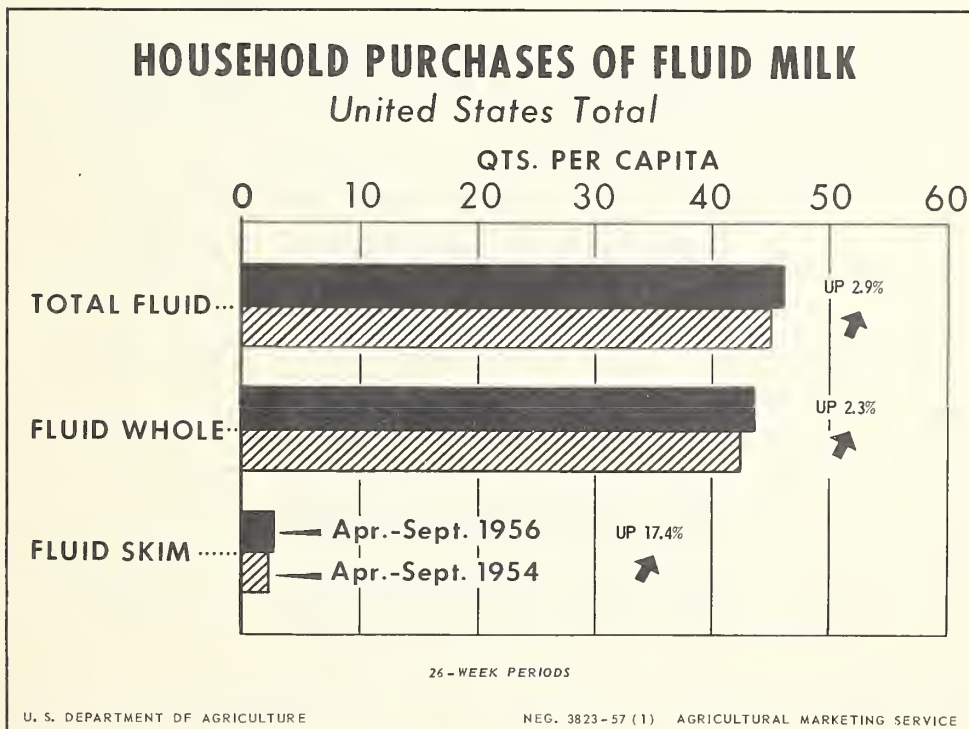


Figure 4

families. Upper middle-income families bought 2.6 quarts per person during April-September 1956, up 13 percent from 2 years earlier, while lower middle-income families bought at the rate of 2.7 quarts per person, up 29 percent from April-September 1954. The 3.0 quarts per person purchased by high-income families in April-September 1956 represented a gain of about 7 percent from 2 years earlier, while low-income families bought 2.2 quarts, unchanged from April-September 1954.

Those families with a college educated person as head of household showed a gain for fluid skim milk of about 20 percent from 1954 to 1956, about twice the gain percentagewise shown by other families in this category. Families whose head of household was in the clerical or sales group reported a much greater increase in per capita purchases of fluid skim products than most other families in this grouping (table 9).

Households with no children were one of the few family groups to indicate a downturn in their rate of purchase for fluid skim products between April-September 1954 and April-September 1956. However, those families with no children buy relatively more fluid skim products than families with children. In this category, households with children 5 years of age and under showed the largest increase from 2 years earlier.

Families with the youngest housewives increased their per capita purchases of fluid skim products by over 20 percent from April-September 1954 to April-September 1956. Households with housewives over 35 years of age indicated relatively smaller increases--about 5 percent.

One- and two-member families showed a decline of 5 percent in per capita purchases of fluid skim items from April-September 1956 compared with April-September 1954. Larger families, on the other hand, showed substantial gains from 2 years earlier. However, the purchase rate for skim products tends to decline as size of families increases and 1- and 2-member households bought at a rate twice that for families with 6 or more members.

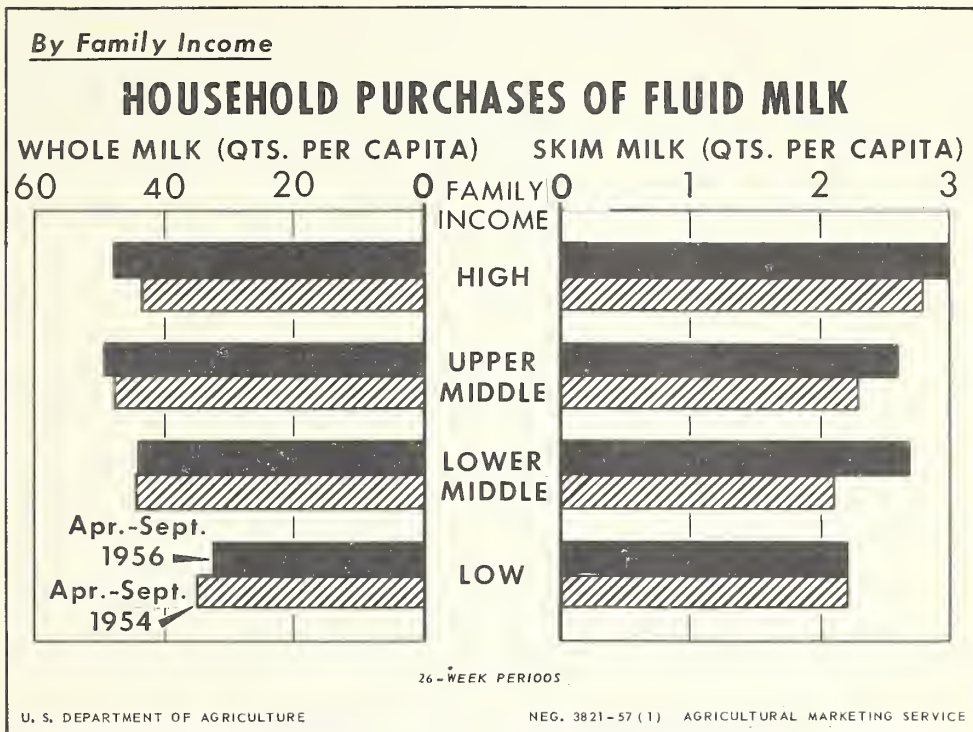


Figure 5

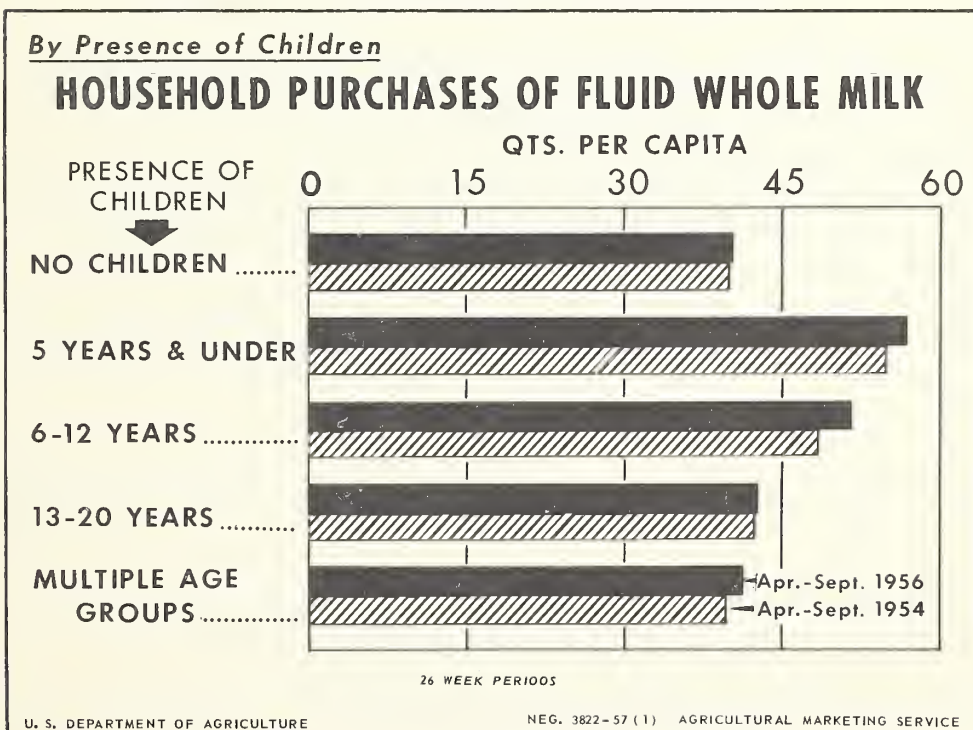


Figure 6

NOTES ON TABLES

The tables contained in this report give data breakdowns by regions, size of community, and selected family characteristics. These data represent purchases for household use only, and do not reflect purchases for or by hotels, restaurants, hospitals, or other institutions. The data cover 6-month periods, April-September, in the years shown, in order to permit comparisons between periods of equal length and during the same seasons of the year.

Regional areas are defined as follows:

(1) Northeast--New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.

(2) North Central--Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.

(3) South--Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.

(4) Mountain-Southwest--Eight Mountain States and Texas and Oklahoma.

(5) Pacific--Washington, Oregon, and California.

The approximate 1956 U. S. population distribution of these regions is as follows: Northeast, 28.4 percent; North Central, 29.2 percent; South, 21.6 percent; Mountain-Southwest, 10.1 percent; Pacific, 10.6 percent.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification "size of community" the total population of metropolitan areas were used rather than population within corporate city limits.

The "average volume of purchases per buying family" was calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 capita" were computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

Table 1.--Butter: Household purchases per 1,000 capita, by family characteristics, April-September 1947, 1953, 1954, 1955, and 1956

Family Characteristics	April-September	April-September	April-September	April-September	April-September
	1947	1953	1954	1955	1956
	Pounds	Pounds	Pounds	Pounds	Pounds
Family Income					
Upper.....	3,811	2,661	2,846	3,088	3,139
Upper middle.....	3,523	2,438	2,444	2,451	2,542
Lower middle.....	3,313	2,021	2,221	2,264	2,304
Lower.....	2,645	1,887	1,911	2,035	2,087
Education of Family Head					
Grammar school.....	3,236	2,383	2,378	2,471	2,565
Some high school.....	3,400	2,168	2,269	2,440	2,486
Some college.....	3,725	2,224	2,460	2,513	2,518
Occupation of Family Head					
Professional, executive.....	4,195	2,477	2,578	2,812	2,876
Clerical, sales, service.....	3,911	2,358	2,577	2,691	2,688
Craftsman, laborer.....	3,516	2,152	2,273	2,346	2,411
Farmer.....	2,322	2,211	2,014	2,146	2,210
Unclassified.....	3,401	2,341	2,549	2,649	2,759
Presence of Children					
No children.....	4,444	3,230	3,417	3,585	3,681
5 years and under.....	2,801	2,465	2,150	2,058	2,269
6-12 years.....	3,622	2,333	2,391	2,711	2,652
13-20 years.....	3,378	2,357	2,421	2,663	2,773
Multiple age groups.....	2,615	1,441	1,556	1,546	1,565
Age of Housewife					
Under 35 years.....	2,783	1,551	1,670	1,637	1,769
35-44 years.....	3,259	2,066	2,253	2,304	2,234
45 years and over.....	3,931	2,831	2,986	3,126	3,207
Size of Family					
1 and 2 members.....	4,935	3,331	3,399	3,604	3,681
3 members.....	4,012	2,679	2,671	2,997	3,117
4 and 5 members.....	3,146	2,187	2,209	2,244	2,288
6 or more members.....	2,272	1,160	1,233	1,202	1,245

Table 2.--Butter: Household purchases per 1,000 capita, by place of residence, April-September, 1947, 1953, 1954, 1955, and 1956

Place of Residence	April-September	April-September	April-September	April-September	April-September
	1947	1953	1954	1955	1956
	Pounds	Pounds	Pounds	Pounds	Pounds
United States.....	3,370	2,281	2,352	2,467	2,528
MRCA Areas					
Northeast.....	4,278	3,267	3,304	3,379	3,410
South.....	1,016	609	664	663	712
North Central.....	4,726	3,078	3,394	3,626	3,689
Mountain-Southwest.....	1,885	972	905	1,045	1,025
Pacific.....	2,861	2,140	2,339	2,476	2,721
Size of Community					
Farm.....	2,317	1,946	1,562	1,766	1,859
Under 2,500.....	-	1,705	1,749	1,881	1,967
Under 10,000.....	3,426	-	-	-	-
2,500 to 50,000.....	-	2,142	2,363	2,443	2,547
10,000 to 100,000.....	3,889	-	-	-	-
50,000 to 500,000.....	-	1,959	2,024	2,086	2,112
100,000 to 500,000.....	2,834	-	-	-	-
500,000 and over.....	4,264	3,033	3,289	3,378	3,413

Table 3.--Butter: Average price paid per pound by householders, by family characteristics, April-September 1947, 1953, 1954, 1955, and 1956

Family Characteristics	April-September	April-September	April-September	April-September	April-September
	1947	1953	1954	1955	1956
	Cents	Cents	Cents	Cents	Cents
Family Income					
Upper.....	73.1	74.8	66.2	67.1	68.4
Upper middle.....	73.3	74.6	66.1	66.7	68.5
Lower middle.....	73.5	74.7	65.4	66.4	68.1
Lower.....	73.2	75.4	66.9	67.2	68.9
Education of Family Head					
Grammar school.....	73.3	74.2	65.8	66.4	68.2
Some high school.....	73.4	75.5	66.0	66.9	68.5
Some college.....	73.1	75.3	67.1	67.8	69.1
Occupation of Family Head					
Professional, executive.....	73.8	75.5	66.6	67.5	68.9
Clerical, sales, service.....	73.5	75.0	67.0	67.9	69.3
Craftsman, laborer.....	73.5	75.0	66.2	66.9	68.6
Farmer.....	71.9	71.7	63.2	63.6	65.4
Unclassified.....	73.9	75.7	66.7	67.3	69.1
Presence of Children					
No children.....	73.1	74.8	66.5	67.3	69.0
5 years and under.....	74.1	74.8	66.4	66.9	68.7
6-12 years.....	73.3	74.9	65.7	66.5	67.8
13-20 years.....	73.2	75.0	65.8	66.7	68.8
Multiple age groups.....	73.4	74.6	65.6	66.2	67.5
Age of Housewife					
Under 35 years.....	73.9	75.1	66.1	66.6	68.2
35-44 years.....	73.2	75.1	65.9	66.6	68.0
45 years and over.....	73.0	74.5	66.2	67.1	68.8
Size of Family					
1 and 2 members.....	73.1	74.8	66.5	67.3	68.9
3 members.....	73.2	74.8	65.8	66.9	68.6
4 and 5 members.....	73.4	74.9	66.2	66.7	68.3
6 or more members.....	73.2	74.3	65.2	65.7	67.2

Table 4.--Butter: Average price paid per pound by householders, by place of residence, April-September 1947, 1953, 1954, 1955, and 1956

Place of Residence	April-September	April-September	April-September	April-September	April-September
	1947	1953	1954	1955	1956
	Cents	Cents	Cents	Cents	Cents
United States.....	73.3	74.8	66.1	66.8	68.5
MRCAs Areas					
Northeast.....	74.3	76.3	67.7	68.4	70.0
South.....	69.4	75.1	69.1	69.0	70.4
North Central.....	72.7	73.1	64.1	65.0	66.8
Mountain-Southwest.....	73.0	76.7	69.1	70.1	72.7
Pacific.....	76.4	74.3	64.9	65.9	66.5
Size of Community					
Farm.....	71.9	72.6	62.8	63.6	65.7
Under 2,500.....	-	74.3	66.4	67.0	68.7
Under 10,000.....	72.6	-	-	-	-
2,500 to 50,000.....	-	73.6	65.5	66.3	67.2
10,000 to 100,000.....	73.1	-	-	-	-
50,000 to 500,000.....	-	75.4	66.0	67.0	69.1
100,000 to 500,000.....	73.1	-	-	-	-
500,000 and over.....	74.7	75.9	67.1	67.7	69.2

Table 5.--Butter: Percentage of all families buying, by family characteristics, April-September 1947, 1953, 1954, 1955, and 1956

Family Characteristics	April-September	April-September	April-September	April-September	April-September
	1947	1953	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent
Family Income					
Upper.....	79.2	66.2	55.9	60.9	66.5
Upper middle.....	72.4	59.2	51.7	57.0	59.1
Lower middle.....	70.0	56.4	61.5	57.2	56.2
Lower.....	61.2	52.7	50.8	51.5	50.7
Education of Family Head					
Grammar school.....	66.5	56.1	52.1	53.1	54.4
Some high school.....	72.0	59.2	55.8	57.4	58.5
Some college.....	79.9	64.0	60.9	65.1	67.9
Occupation of Family Head					
Professional, executive.....	85.7	64.8	64.4	75.3	71.3
Clerical, sales, service.....	80.0	61.1	57.3	62.2	62.5
Craftsman, laborer.....	76.5	59.4	56.9	61.5	59.2
Farmer.....	40.8	38.8	34.7	36.0	42.2
Unclassified.....	72.5	56.6	51.2	33.1	49.0
Presence of Children					
No children.....	74.3	62.3	57.5	57.1	56.6
5 years and under.....	69.8	61.7	59.3	64.0	69.2
6-12 years.....	71.3	60.3	54.1	54.5	61.8
13-20 years.....	68.2	55.6	53.5	56.1	60.1
Multiple age groups.....	66.2	51.0	49.6	54.3	54.6
Age of Housewife					
Under 35 years.....	69.1	51.3	51.6	55.8	57.3
35-44 years.....	70.5	61.2	56.8	58.9	60.6
45 years and over.....	72.0	60.0	55.8	55.9	57.2
Size of Family					
1 and 2 members.....	74.3	61.8	57.1	57.5	55.3
3 members.....	71.5	59.2	55.9	55.8	62.5
4 and 5 members.....	70.8	59.2	56.0	60.5	62.3
6 or more members.....	61.1	44.4	43.7	45.2	48.2

Table 6.--Butter: Percentage of all families buying, by place of residence, April-September 1947, 1953, 1954, 1955, and 1956

Place of Residence	April-September	April-September	April-September	April-September	April-September
	1947	1953	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent
United States.....	70.7	58.6	54.9	56.6	58.1
MRCA Areas					
Northeast.....	87.0	74.0	71.8	73.6	74.5
South.....	37.4	34.5	29.0	29.3	29.9
North Central.....	82.5	67.7	66.8	69.4	69.8
Mountain-Southwest.....	49.3	35.2	31.8	33.7	34.7
Pacific.....	70.8	60.1	59.7	61.0	62.9
Size of Community					
Farm.....	40.5	37.1	30.8	31.5	35.7
Under 2,500.....	-	48.9	46.1	47.4	47.1
Under 10,000.....	68.9	-	-	-	-
2,500 to 50,000.....	-	54.4	54.1	56.8	57.7
10,000 to 100,000.....	77.0	-	-	-	-
50,000 to 500,000.....	-	59.2	55.0	55.5	58.8
100,000 to 500,000.....	80.5	-	-	-	-
500,000 and over.....	87.8	74.0	73.5	76.8	77.0

Table 7.--Butter: Frequency of purchase and volume of purchases per buying family, by family characteristics, April-September 1953, 1954, 1955, and 1956

Family Characteristics	Purchases				Volume of purchases			
	April- September	April- September	April- September	April- September	April- September	April- September	April- September	April- September
	1953	1954	1955	1956	1953	1954	1955	1956
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
Family Income								
Upper.....	14.0	16.1	15.6	14.4	15.6	18.6	18.0	17.0
Upper middle.....	13.4	14.9	13.7	13.9	14.9	16.6	15.4	15.3
Lower middle.....	12.9	11.6	13.0	13.4	12.8	12.4	13.7	14.2
Lower.....	11.1	10.7	11.3	11.4	9.7	10.5	11.1	11.2
Education of Family Head								
Grammar school.....	13.3	13.1	13.4	13.4	14.8	15.4	15.7	15.7
Some high school.....	12.9	13.0	13.6	13.4	12.7	13.5	14.2	14.3
Some college.....	11.9	12.7	12.3	11.9	11.2	17.7	12.2	11.8
Occupation of Family Head								
Professional, executive.....	13.0	12.4	11.5	12.7	13.4	12.8	11.9	13.0
Clerical, sales, service.....	13.1	13.5	13.4	13.0	12.4	13.2	12.8	12.7
Craftsman, foreman.....	14.0	14.4	13.9	15.3	14.5	15.2	14.6	16.4
Laborers, operative.....	12.6	12.8	12.5	12.9	12.7	13.4	13.2	13.7
Farmer.....	13.5	13.2	13.0	11.2	22.1	21.8	22.9	20.7
Unclassified.....	11.3	12.0	20.2	13.6	10.0	11.6	18.5	12.8
Presence of Children								
No children.....	11.8	12.4	13.2	13.3	11.3	12.2	13.0	13.4
5 years and under.....	13.6	13.1	12.0	12.2	13.7	13.2	11.9	12.3
6-12 years.....	14.7	15.1	16.9	14.2	15.8	16.5	18.2	15.6
13-20 years.....	14.8	14.5	14.7	14.6	17.2	15.9	17.0	16.4
Multiple age groups.....	13.3	14.0	13.1	13.1	14.9	17.4	16.1	16.3
Age of Housewife								
Under 35 years.....	12.0	12.3	11.7	12.2	11.8	12.8	12.2	13.0
35-44 years.....	13.6	13.7	13.9	13.0	14.4	15.8	15.9	15.1
45 years and over.....	12.8	13.1	13.8	13.6	13.4	14.1	14.8	14.7
Size of Family								
1 and 2 members.....	11.1	11.8	12.5	12.9	9.8	11.0	11.5	12.2
3 members.....	13.8	14.1	15.3	14.4	14.1	14.3	16.1	15.0
4 and 5 members.....	14.5	15.4	14.5	14.4	16.2	17.3	16.3	16.2
6 or more members.....	13.6	13.8	13.8	12.7	17.7	20.1	19.2	18.5

Table 8.--Butter: Frequency of purchase and volume of purchases per buying family, by place of residence, April-September, 1953, 1954, 1955, and 1956

Place of Residence	Purchases				Volume of purchases			
	April- September	April- September	April- September	April- September	April- September	April- September	April- September	April- September
	1953	1954	1955	1956	1953	1954	1955	1956
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
United States.....	12.9	13.0	13.3	13.1	13.4	14.2	14.5	14.4
MRCAs Areas								
Northeast.....	15.5	14.8	15.0	14.6	15.2	14.8	14.9	14.9
South.....	8.1	10.3	10.1	10.3	6.7	8.7	8.7	9.1
North Central.....	13.1	13.1	13.2	13.4	15.3	16.4	16.7	16.9
Mountain-Southwest.....	9.1	8.8	9.8	9.1	9.1	9.3	10.1	9.6
Pacific.....	10.7	11.1	11.5	12.0	11.3	11.5	11.8	12.6
Size of Community								
Farm.....	13.0	11.9	13.3	12.1	20.4	19.6	22.2	20.8
Under 2,500.....	11.1	11.1	11.8	12.7	12.2	12.7	13.3	14.0
2,500 to 50,000.....	12.5	12.7	12.1	12.0	13.0	14.1	13.6	13.8
50,000 to 500,000.....	11.2	11.4	11.8	11.2	11.0	11.8	12.1	11.6
500,000 and over.....	14.8	15.1	14.8	14.7	13.8	14.3	14.1	14.2

Table 9.--Fluid milk: Household purchases per capita in quart equivalents, by family characteristics, April-September 1954 and 1956

Family Characteristics	Fluid milk		Fluid whole milk		Fluid skim milk	
	April-September		April-September		April-September	
	1954	1956	1954	1956	1954	1956
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Family Income						
Upper.....	46.3	51.1	43.5	48.0	2.8	3.0
Upper middle.....	50.2	52.1	47.8	49.5	2.3	2.6
Lower middle.....	46.5	46.7	44.4	44.0	2.1	2.7
Lower.....	37.2	34.5	35.0	32.3	2.2	2.2
Education of Family Head						
Grammar school.....	34.8	36.8	32.8	34.6	2.0	2.2
Some high school.....	52.2	53.9	49.8	51.0	2.5	2.8
Some college.....	57.9	57.0	54.9	53.4	3.0	3.6
Occupation of Family Head						
Professional, executive.....	58.4	60.0	55.3	56.2	3.2	3.8
Clerical, sales, service.....	56.4	56.2	53.6	52.7	2.8	3.6
Craftsman, foreman.....	52.7	55.6	50.1	53.0	2.5	2.6
Laborers, operative.....	42.7	44.6	40.7	42.3	2.0	2.3
Farmer.....	9.8	11.7	9.1	10.8	1.0	0.9
Unclassified.....	36.6	39.3	33.4	36.3	3.1	3.0
Presence of Children						
No children.....	43.6	43.8	40.0	40.3	3.6	3.5
5 years and under.....	56.9	59.2	55.0	56.7	1.9	2.5
6-12 years.....	50.7	53.8	48.6	51.6	2.0	2.2
13-20 years.....	44.6	45.5	42.0	42.4	2.6	3.0
Multiple age groups.....	41.2	43.1	39.7	41.1	1.5	2.0
Age of Housewife						
Under 35 years.....	47.6	50.8	45.8	48.6	1.8	2.2
35-44 years.....	47.2	46.4	45.3	44.4	1.9	2.0
45 years and over.....	41.4	43.4	38.2	40.0	3.1	3.3
Size of Family						
1 and 2 members.....	45.3	45.9	41.4	42.2	4.0	3.8
3 members.....	49.8	51.1	47.5	48.2	2.3	2.9
4 and 5 members.....	51.8	52.0	50.0	49.9	1.8	2.2
6 or more members.....	30.6	34.5	29.0	32.6	1.5	1.9

Table 10.--Fluid milk: Household purchases per capita in quart equivalents, by place of residence, April-September 1954 and 1956

Place of Residence	Fluid milk		Fluid whole milk		Fluid skim milk	
	April-September		April-September		April-September	
	1954	1956	1954	1956	1954	1956
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
United States.....	45.0	46.3	42.7	43.7	2.3	2.7
MRCA Areas						
Northeast.....	57.8	57.9	56.0	56.0	1.2	1.9
South.....	23.5	24.6	21.4	22.1	2.1	2.5
North Central.....	50.4	52.5	48.1	49.7	2.3	2.8
Mountain-Southwest.....	37.5	40.9	35.2	38.2	2.4	2.7
Pacific.....	54.4	54.9	50.1	50.1	4.3	4.8
Size of Community						
Farm.....	8.9	11.6	8.4	10.6	1.0	1.0
Under 2,500.....	38.0	41.3	36.0	39.2	1.9	2.0
2,500 to 50,000.....	48.4	47.4	46.0	44.5	2.5	2.9
50,000 to 500,000.....	49.6	52.4	46.4	48.9	3.2	3.5
500,000 and over.....	59.8	59.5	57.2	56.6	2.6	2.9

Table 11.--Fluid whole milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods 1/

Period	United States		Northeast		North Central	
	1954	1956	1954	1956	1954	1956
	Cents	Cents	Cents	Cents	Cents	Cents
April-June.....	21.7	22.3	23.2	23.5	19.5	20.6
July-September.....	22.0	22.7	23.8	24.1	19.7	20.8
	South		Mountain-Southwest		Pacific	
April-June.....	23.6	24.1	22.2	22.8	21.0	20.9
July-September.....	23.5	24.4	22.4	23.4	20.9	21.1

1/ Data from quarterly reports in this series.

Table 12.--Fluid skim milk: Prices paid by householders per quart equivalent by U. S. and regions, 13-week periods 1/

Period	United States		Northeast		North Central	
	1954	1956	1954	1956	1954	1956
	Cents	Cents	Cents	Cents	Cents	Cents
April-June.....	18.5	18.5	20.1	19.6	18.5	19.4
July-September.....	18.9	18.8	20.8	20.3	18.6	19.6
	South		Mountain-Southwest		Pacific	
April-June.....	18.7	18.8	18.7	19.2	16.4	15.0
July-September.....	18.2	19.2	19.4	19.3	17.3	15.1

1/ Data from quarterly reports in this series.

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